



Brooks@20 celebrates 20 years of pioneering industrial design gallery at MIAD

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Summary: Brooks@20, Oct. 8, 2013 – Feb. 8, 2014
Oct. 10: Panel Discussion, 4 p.m.; Opening Reception, 6 – 8 p.m.
Gallery hours: Tues. – Sat., 10 a.m. – 5 p.m.; Dropbox images available.

PRESS RELEASE

MILWAUKEE... Having moved cars through the labyrinth of doors hidden in the Milwaukee Institute of Art & Design, the newest exhibition opening at MIAD looks to the future and honors a rich design past. The **Brooks@20: Twenty Years of Design at the Brooks Stevens Gallery of Industrial Design (October 8, 2013 – February 8, 2014)** is a celebration of the gallery's pioneering efforts as one of the premiere design-focused galleries in the country. Established in 1993, the gallery acts as a unique space to foster creative vitality and vibrant design communities while increasing public awareness and understanding of design.

The Brooks@20 is on view October 8, 2013 – February 8, 2014. **On October 10, a panel discussion, The Evolution of Revolution: A Century of Product Design, begins at 4 p.m., with an opening reception from 6 – 8 p.m.** Gallery hours: Tuesday – Saturday, 10 a.m. – 5 p.m.

[The Brooks@20](#) features (images available through dropbox, including a montage of all past exhibits):

- Celebration of past exhibitions staged over the last 20 years;
- In-depth exploration of Brooks Stevens and his firm's past work, including the Stevens-designed 1949 Jeepster, Briggs & Stratton gasoline/electric hybrid car and 1967 first edition Excalibur;
- Contemporary look at processes and design thinking of five design firms: Brooks Stevens, Inc., Fiskars, GE Healthcare Global Design, Lunar Design and Master Lock.

The Evolution of Revolution: A Century of Product Design panelists include **Doug Carpiaux, IDSA, director of industrial design at Brooks Stevens, Inc.; John Caruso, IDSA, MIAD associate professor of industrial design; and Mark Dziersk, FIDSA, Chicago managing director, Lunar Design.**

Along with Frank Lloyd Wright, Brooks Stevens was one of the most important Wisconsin designers of the 20th century. Stevens helped shape and define the American post World War II consumer culture with such products as the wide-mouth peanut butter jar and hundreds of automotive designs.

Stevens was also a professor at MIAD, joining the faculty in the 1970s and serving as one of the college's generous donors and trustees until his death in 1995. He continued and helped strengthen the industrial design program, building on the traditions set by design luminary Don Hay and faculty Tiazo Mioke, Alan Bushell and Frank Lukasavitz. MIAD's Industrial Design program is [ranked among the top 10](#) in the country.

Looking back on past exhibitions, Director of Galleries Mark Lawson said, "The many exhibits we've done here have fostered a much better understanding of the contributions of industrial designers to our culture. We've played a part in the considerable advance in the awareness the public has regarding design."

MIAD is Wisconsin's only independent, non-profit college of art and design offering the Bachelor of Fine Arts degree – the most highly regarded undergraduate degree in the visual arts that is accredited at the national, regional and state levels. As creative, multidisciplinary thinkers who have long fueled the growth of southeastern Wisconsin's design and arts communities, MIAD graduates share a lifelong passion to inspire, problem solve and innovate for our economy and society.